

5      **WHAT IS CLAIMED IS:**

1. A method for providing a virtual interaction with a real-life entity, comprising the steps of:  
generating a photorealistic, 3-D model of the entity, wherein the photorealistic, 3-D  
model corresponds to a physical structure of the entity and includes information for rendering  
a graphical representation of the entity;  
receiving at least one navigation parameter, wherein the navigation parameter  
corresponds to an orientation relative to the entity;  
receiving at least one interaction parameter, wherein the interaction parameter  
corresponds to an action relative to the entity; and  
displaying a photorealistic, 3-D image of the entity as a function of the navigation  
parameter, the interaction parameter, and the information for rendering a graphical  
representation of the entity.
2. The method according to claim 1, wherein the interaction parameter corresponds to a trip  
planning action.
3. The method according to claim 1, wherein the interaction parameter corresponds to a route  
marking action.
4. The method according to claim 1, wherein the interaction parameter relates to an  
interaction between a first party and a second party.
5. The method according to claim 4, wherein at least one of the first party and the second  
party is represented by an avatar in the photorealistic, 3-D image.
6. A method for trip planning using an electronic medium, comprising the steps of:  
generating a photorealistic, 3-D model of a real-life entity, wherein the photorealistic,  
3-D model corresponds to a physical structure of the entity and includes information for

- 5 rendering a graphical representation of the entity;
- receiving a first route end point, wherein the first route end point corresponds to a first location relative to the entity;
- receiving a second route end point, wherein the second route end point corresponds to a second location relative to the entity;
- 10 determining a route between the first route end point and the second route end point;
- determining an orientation relative to the entity, wherein the orientation corresponds to a movement along the route; and
- displaying a photorealistic, 3-D image of the entity as a function of the orientation and the information for rendering a graphical representation of the entity.
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7. The method according to claim 6, wherein the first route end point corresponds to at least one of an area, an intersection, an address, a structure, a store, a residence, and a landmark relative to the entity.
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8. The method according to claim 6, wherein the second route end point corresponds to at least one of an area, an intersection, an address, a structure, a store, a residence, and a landmark relative to the entity.
9. A method for route marking on an electronic medium, comprising the steps of:
- 25 generating a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;
- receiving a first route end point, wherein the first route end point corresponds to a first location relative to the entity;
- 30 receiving a second route end point, wherein the second route end point corresponds to a second location relative to the entity;
- determining a route between the first route end point and the second route end point;

5           determining route marking information relative to the entity, wherein the route  
marking information includes information for rendering at least one of a 2-D effect and a 3-D  
effect; and

          displaying a photorealistic, 3-D image of the entity as a function of the route marking  
information and the information for rendering a graphical representation of the entity.

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10. The method according to claim 9, wherein the first route end point corresponds to at least  
one of an area, an intersection, an address, a structure, a store, a residence, and a landmark  
relative to the entity.

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11. The method according to claim 9, wherein the second route end point corresponds to at  
least one of an area, an intersection, an address, a structure, a store, a residence, and a  
landmark relative to the entity.

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12. A method for advertising on an electronic medium, comprising the steps of:  
          generating a photorealistic, 3-D model of a real-life entity, wherein the photorealistic,  
3-D model corresponds to a physical structure of the entity and includes information for  
rendering a graphical representation of the entity;

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          receiving at least one advertising information item, wherein each advertising  
information item includes at least one of content information and link information for  
displaying a corresponding advertisement relative to the photorealistic, 3-D model; and  
          displaying a photorealistic, 3-D image of the entity and at least one advertisement,  
wherein the 3-D image is displayed as a function of the information for rendering a graphical  
representation of the entity and wherein each advertisement is rendered relative to the 3-D  
image as a function of the link information.

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13. The method according to claim 12, wherein the content information includes at least one  
of a video content item, an audio content item, a logo and a trade dress item.

14. The method according to claim 13, wherein the trade dress item includes at least one of a structure and a color scheme.

15. A system for advertising on an electronic medium, comprising:

a storage device;

a processor, wherein the processor is adapted to:

(i) store, on the storage device, a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

(ii) receive at least one advertising information item, wherein each advertising information item includes at least one of content information and link information for displaying a corresponding advertisement relative to the photorealistic, 3-D model; and

(iii) display a photorealistic, 3-D image of the entity and at least one advertisement, wherein the 3-D image is displayed as a function of the information for rendering a graphical representation of the entity and wherein each advertisement is rendered relative to the 3-D image as a function of the link information.

16. The system according to claim 15, wherein the content information includes at least one of a video content item, an audio content item, a logo and a trade dress item.

17. The system according to claim 16, wherein the trade dress item includes at least one of a structure and a color scheme.

18. A system for advertising on an electronic medium, comprising:

a storage device;

a program memory;

a first processor connected to an information network, wherein the first processor is

5 adapted to:

(i) store, on the storage device, a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

10 (ii) receive at least one advertising information item, wherein each advertising information item includes at least one of content information and link information for displaying a corresponding advertisement relative to the photorealistic, 3-D model;

(iii) transmit, over the information network, at least one of the photorealistic, 3-D model, the information for rendering the graphical representation of the entity, the advertisement, the advertising information item, the content information, and the link information; and

15 a second processor connected to the information network, wherein the second processor is adapted to:

20 (i) receive, over the information network, into the program memory at least one of the photorealistic, 3-D model, the information for rendering the graphical representation of the entity, the advertisement, the advertising information item, the content information, and the link information;

25 (ii) display, from the program memory, a photorealistic, 3-D image of the entity and at least one advertisement, wherein the 3-D image is displayed as a function of the information for rendering a graphical representation of the entity and wherein each advertisement is rendered relative to the 3-D image as a function of the link information.

19. The system according to claim 18, wherein the information network is at least one of an Internet, a local area network, a wireless network, and an Intranet.

30 20. The system according to claim 18, wherein the content information includes at least one of a video content item, an audio content item, a logo and a trade dress item.

5 21. The system according to claim 20, wherein the trade dress item includes at least one of a structure and a color scheme.

22. A medium storing instructions adapted to be executed by a processor to perform the steps of:

10 generating a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

receiving at least one advertising information item, wherein each advertising information item includes at least one of content information and link information for  
15 displaying a corresponding advertisement relative to the photorealistic, 3-D model; and  
displaying a photorealistic, 3-D image of the entity and at least one advertisement, wherein the 3-D image is displayed as a function of the information for rendering a graphical representation of the entity and wherein each advertisement is rendered relative to the 3-D image as a function of the link information.

20 23. A method for generating advertising revenue on an electronic medium, comprising the steps of:

generating a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for  
25 rendering a graphical representation of the entity;

receiving at least one advertising information item, wherein each advertising information item includes at least one of content information and link information for displaying a corresponding advertisement relative to the photorealistic, 3-D model;

displaying a photorealistic, 3-D image of the entity and at least one advertisement,  
30 wherein the 3-D image is displayed as a function of the information for rendering a graphical representation of the entity and wherein each advertisement is rendered relative to the 3-D image as a function of the link information; and

5 receiving a revenue stream for each advertisement.

24. The method according to claim 23, wherein the content information includes at least one of a video content item, an audio content item, a logo and a trade dress item.

10 25. The method according to claim 24, wherein the trade dress item includes at least one of a structure and a color scheme.

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